

*Read Quickly*

TIME: 7:29  
DATE: October 14, 1953  
SPONSOR: Pierce's  
SOLICITOR: DMC

*Wednesday*

*HAVING A HOUSE PARTY THIS HALLOWEEN? ARE YOU A*

*Do YOU want to get the best results on your paintings?  
Then use the BEST EQUIPMENT the art world has to offer.  
COME to PIERCE'S PAINT and ART STORE, 196 MAIN STREET,  
where TOP QUALITY and LOW PRICES go HAND in HAND.*

*THE LARGEST ART SUPPLY store in WESTERN MASSACHUSETTS,  
PIERCE'S is the place where you can get any art need  
from CANVAS and BRUSHES, to OILS, CASEINS, and ERASERS.*

*PIERCE'S PAINT AND ART STORE is NORTHAMPTON'S ONLY  
distributor for WINDSOR and NEWTON art supplies, which  
are made in ENGLAND and RECOGNIZED the world over as  
the BEST.*

*WINDSOR AND NEWTON oils, water colors, and varnishes are available  
at PIERCE'S at a SPECIAL EXTRA LARGE STUDENT DISCOUNT ---  
as are all the other art materials found at PIERCE'S PAINT AND  
ART STORE.*

*SHEEVA <sup>EE</sup>  
SHIVA CASIENS, the FINEST there are, may also be purchased  
at PIERCE'S. So, for ALL the best art supplies at  
the LOWEST PRICES ANYWHERE, come to PIERCE'S PAINT AND ART STORE,  
conveniently located across from CITY HALL at 196 MAIN STREET.*

*YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.*

*Boo Banbury*  
Boo Banbury  
ANNOUNCER'S SIGNATURE

TIME: 11:30 A.M.  
DATE: October 12, 1942  
SPONSOR: *Alfred*  
POSITION: Sales

Do YOU want to get the best results on your building project?  
Then use the BEST EQUIPMENT for the job  
COME to PIERRE'S PAINT & ART STORE, 196 MAIN STREET,  
Wester Top Quality and Low Prices to HAND in HAND.

THE LARGEST ART SUPPLY store in WESTERN MASSACHUSETTS  
PIERRE'S is the place where you can get all the  
from CANVAS and BRABERS  
PIERRE'S PAINT AND ART STORE is NORTHAMPTON'S ONLY  
distributor for MINDORF and MELTON the  
as well as the  
the best

MINDORF AND MELTON oil, water colors and varnishes are available

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PIERRE'S is a SPECIAL BUY PLACE STUDENT DISCOUNT  
as the art student can buy at PIERRE'S PAINT AND

ART STORE  
SHIAA CABINETS, THE LARGEST there site may also be purchased  
at PIERRE'S. So for all the best art supplies go

the lowest prices anywhere come to PIERRE'S PAINT AND ART STORE  
conveniently located between CITY HALL and 196 MAIN STREET.

YOU ARE TUNED TO GOOD THE VOICE OF SOUTHERN NEW HAMPSHIRE, NORTHAMPTON

*Alfred*  
ALFRED PIERRE'S SIGNATURE